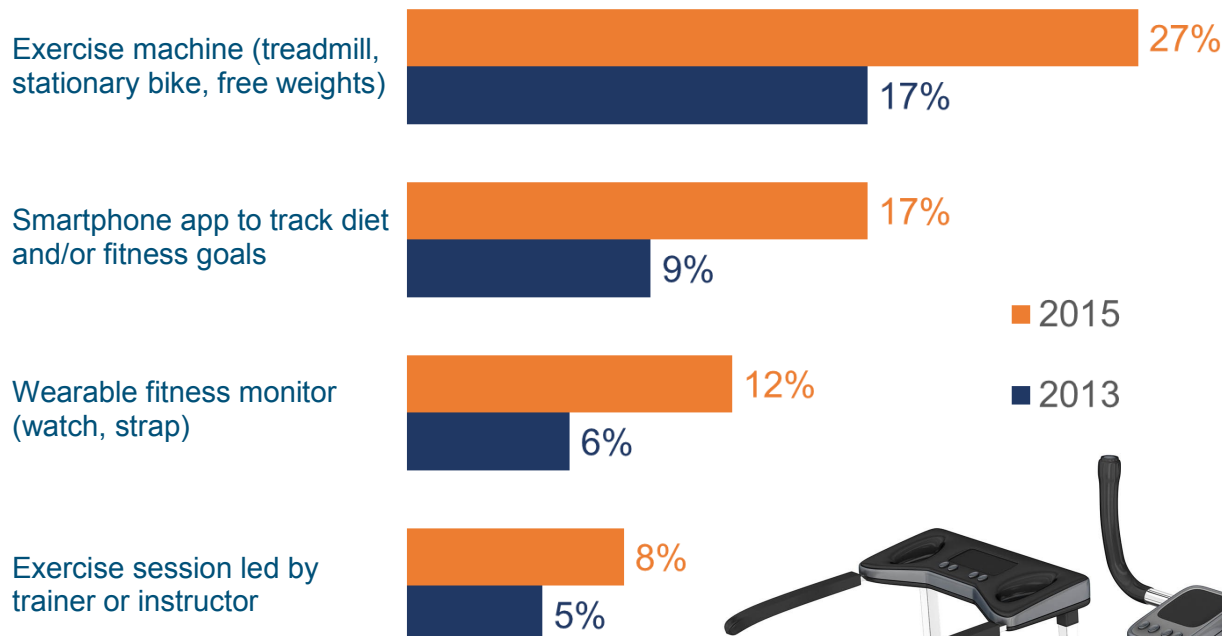




Fitness product usage on the rise

In 2015, more consumers are using fitness machines, apps and devices to exercise and monitor/track their progress than in 2013

Past Month Health and Wellness Exercise Item Usage



Millennials are most likely to use a smartphone app to track fitness goals (25% in 2015, up 8 pts from 2013)



Source: *Health & Wellness 2015 report*, The Hartman Group